



PRESS RELEASE

MANAGEMENT OF HEALTHCARE CRISES IS STILL A TOP-5 CONCERN FOR MANY CITIZENS

2021 Anholt-Ipsos Nation Brands Index shows nations which have made significant strides to contain the COVID-19 pandemic are rated positively by citizens globally on their performance of handling healthcare crises.

New York, September 9, 2021 – Measures to contain COVID-19 have evolved since the beginning of the pandemic, with one major transformation being the introduction and distribution of the COVID-19 vaccine. The disturbance in tourism and travel has begun to subside as many around the world stand in line to receive their shot; and while this scientific breakthrough has eased the fear of the pandemic, managing healthcare crises remains top-of-mind for many.

The Anholt-Ipsos Nation Brands Index (NBI) 2021, a survey of more than 60,000 citizens globally in 20 different nations, reveals that when asked about the issues in the world that need addressing most, concerns around the environment, human life, and healthcare crises are still a priority.

Pressing Global Issues Ranking

1	2	3	4	5
Protecting the environment and natural resources	Reducing Poverty	Increasing living conditions and quality of life	Managing healthcare crises (Such as COVID-19, Ebola, Zika)	Protecting and promoting human rights
				

The way a nation addresses pressing global issues impacts its reputation, and national responses to COVID-19 have demonstrated this. Nations have taken many different approaches to addressing the pandemic, with some implementing new government regulations, modifying tourism policies, and canceling cultural traditions in order to protect the wellbeing of their respective citizens, and the response to the pandemic has the potential to also impact a country's reputation.

The top ten nations which survey respondents rate the highest on performance of handling healthcare crises, like the COVID-19 pandemic, are those that have made significant progress in vaccine distribution and containing breakouts of COVID-19 within their domestic borders. Therefore, the nations with the highest levels of net performance on how they respond to healthcare crises, are:



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Top-10 nations with the greatest net performance for health crisis management

1.		<i>Germany</i>	6.		<i>Norway</i>
2.		<i>Canada</i>	7.		<i>Sweden</i>
3.		<i>Switzerland</i>	8.		<i>Finland</i>
4.		<i>N. Zealand</i>	9.		<i>Iceland</i>
5.		<i>Australia</i>	10.		<i>Netherlands</i>

The following markets have the lowest net performance in tackling the issue of healthcare crises:

Bottom-10 nations with the lowest net performance for health crisis management

51.		<i>Ecuador</i>	56.		<i>Palestine</i>
52.		<i>S. Africa</i>	57.		<i>Brazil</i>
53.		<i>Tanzania</i>	58.		<i>Kenya</i>
54.		<i>Botswana</i>	59.		<i>Nigeria</i>
55.		<i>Colombia</i>	60.		<i>India</i>

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The impact of poor perception of the handling of the COVID-19 pandemic may also impede the ability for nations to strengthen perceptions more broadly. The top 10 nations that are perceived as handling healthcare crises well saw strong gains in overall NBI scores, while the bottom 10 saw more modest increases in their NBI score. On average, the top-10 net performance nations on healthcare crises saw a 1.07-point greater gain in their overall NBI score in 2021 than the bottom-10 net performance nations on healthcare crises.

Not only do low net performance scores for healthcare crisis management cause concern for citizens within a country's borders, but it also is a top priority issue for the broader region surrounding them. Some regions, including the Asia-Pacific and Africa, cite the management of healthcare crises as a top-3 global issue that must be addressed. However, Latin America does not - despite three out of the 10 countries with the lowest net performance for healthcare crises coming from Latin America. The top-3 priority issues are highlighted as follows by each of the regions:

Pressing Global Issues Ranking by Region





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Research Roundup

The end of the COVID-19 pandemic is still not in sight and leaves many unknowns on the long-term impacts it will have on a nation's reputation. New NBI 2021 results demonstrate that citizens recognize a country's performance in managing healthcare crises and it is an important issue that many citizens globally would like to see prioritized. Nations with positive net scores in performance have an opportunity to lead by example on issues that are top-of-mind and strengthen their own reputation in the process. Those nations with net negative scores face more significant challenges in building positive perceptions amongst citizens globally.

"These important findings confirm that good governance – especially when it also produces benefits outside a nation's borders – is the key to a powerful and positive international reputation. This, in turn, tends to attract more trade, tourism, foreign investment and talent. In today's world of global challenges, doing good and doing well are inseparable," added Simon Anholt.

NBI 2021

These results, along with NBI 2021 ratings, will provide critical insight to nations seeking to understand their reputational strengths and perceived weaknesses, which global issues citizens want prioritized, and opportunities to strengthen their reputation.

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About the Study

The Anholt-Ipsos Nation Brands Index (NBI), collects over 60,000 interviews online in 20 panel countries with adults aged 18 or over each year. Data are weighted to reflect key demographic characteristics including age and gender. Fieldwork was conducted from July through August.

The nations measured in 2021 are as follows, listed by region:

North America: Canada, the United States

Western Europe: Austria, Belgium, Finland, France, Germany, Greece, Iceland, Ireland, Italy, the Netherlands, Northern Ireland, Norway, Scotland, Spain, Sweden, Switzerland, the United Kingdom, Wales

Central/Eastern Europe: Czech Republic, Hungary, Latvia, Poland, Russia, Slovakia, Turkey, Ukraine

Asia-Pacific: Australia, China, India, Indonesia, Japan, Mongolia, New Zealand, Singapore, South Korea, Taiwan, Thailand

Latin America and the Caribbean: Argentina, Brazil, Chile, Colombia, Dominican Republic, Ecuador, Mexico, Panama, Peru

Middle East/Africa: Botswana, Egypt, Israel, Kenya, Morocco, Nigeria, Palestine, Qatar, Saudi Arabia, South Africa, Tanzania, United Arab Emirates





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About Ipsos

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About Simon Anholt

Simon Anholt designed and launched the Nation Brands Index in 2005. Since 1998, he has advised the presidents, prime ministers and governments of 63 countries, helping them to engage more imaginatively and effectively with the international community. He is recognized as the world's leading authority on national image. Professor Anholt also publishes the Good Country Index, a survey that ranks countries on their contribution to humanity and the planet, and is Founder-Editor Emeritus of the Journal of Place Branding and Public Diplomacy. He was previously Vice-Chair of the UK Foreign Office Public Diplomacy Board. Anholt's TED talk launching the Good Country Index has received 12 million views, and is the all-time most viewed TED talk on 'governance'. He has written six books about countries, cultures and globalization and is an honorary Professor of Political Science at the University of East Anglia. His latest book, The Good Country Equation, was published in August 2020.

